



Oregon Tourism Commission
 dba Travel Oregon
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OREGON LODGING STATISTICS
 September 2010 (YTD)

Region	Occupancy		Room Rate		RevPar		Room Supply		Room Demand		Room Revenue	
	Year	% Chg	Year	% Chg	Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg
United States	58.9	5.2	97.89	-0.7	57.70	4.5	na	2.2	na	7.5	na	6.8
Pacific	64.5	6.0	112.76	-0.9	72.78	5.1	na	1.5	na	7.6	na	6.6
Statewide	58.8	5.0	86.67	-0.5	50.92	4.5	16,904,574	1.4	9,931,714	6.5	860,739,387	5.9
Eastern	51.8	0.6	67.85	1.6	35.18	2.2	1,235,537	0.0	640,564	0.6	43,461,251	2.2
Central	50.7	5.2	97.36	1.9	49.33	7.2	1,431,531	1.1	725,402	6.3	70,624,036	8.3
Southern	54.6	4.7	74.45	0.0	40.68	4.7	2,374,798	1.0	1,297,614	5.7	96,612,467	5.7
Willamette Valley	57.5	3.2	79.41	0.1	45.68	3.3	2,571,657	1.9	1,479,353	5.1	117,472,684	5.2
Mt Hood/Gorge	59.8	1.3	80.10	0.1	47.91	1.3	546,061	1.3	326,595	2.6	26,159,552	2.7
Portland Metro	65.6	7.7	92.57	-1.8	60.71	5.7	5,880,264	2.7	3,856,363	10.6	356,982,222	8.6
Coast	56.2	3.3	92.05	-1.2	51.70	2.1	2,959,040	-0.5	1,661,864	2.8	152,969,773	1.6

Source: Smith Travel Research

OREGON LODGING STATISTICS
 September 2010 (month)

Region	Occupancy		Room Rate		RevPar		Room Supply		Room Demand		Room Revenue	
	Year	% Chg	Year	% Chg	Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg
United States	59.9	6.7	99.31	2.0	59.49	8.8	na	1.6	na	8.4	na	10.6
Pacific	66.3	5.8	113.09	2.5	74.95	8.4	na	1.2	na	7.0	na	9.7
Statewide	65.6	6.2	88.45	0.2	58.03	6.4	1,859,460	0.4	1,219,874	6.6	107,896,778	6.8
Eastern	65.6	9.8	75.57	2.9	49.60	13.0	135,750	0.0	89,102	9.8	6,733,864	12.9
Central	62.5	11.3	95.92	-0.3	59.96	11.0	156,510	0.6	97,843	11.9	9,384,835	11.6
Southern	63.2	8.0	75.60	-1.2	47.74	6.7	263,490	0.0	166,401	8.0	12,579,702	6.7
Willamette Valley	63.0	4.0	82.54	-0.1	51.97	3.9	282,540	0.7	177,901	4.8	14,684,354	4.7
Mt Hood/Gorge	69.2	6.5	86.31	2.9	59.71	9.6	60,030	0.1	41,528	6.5	3,584,163	9.6
Portland Metro	68.9	7.3	94.69	1.1	65.25	8.5	646,320	1.2	445,360	8.7	42,170,275	9.8
Coast	64.2	1.3	92.00	-1.8	59.07	-0.5	325,260	-1.1	208,833	0.2	19,212,430	-1.6

Source: Smith Travel Research